

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



a 521  
A87F3

# **Farm Broadcasters Letter**

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

**Letter No. 2533**

**Nov. 22, 1991**

**HAM & TURKEY PLENTIFUL --** USDA economists say consumers will find plentiful supplies of hams & turkeys at attractive prices for the holidays. Fourth-quarter turkey production is expected to be about the same as last year, but with record frozen stocks, the total supply will also be record large and retail prices will likely be lower than last year. Fourth-quarter pork production should be up 7 percent from last year and frozen ham stocks were up 5 percent from a year ago on Sept. 30. **Contact: Leland Southard** (202) 219-0767.

**MADIGAN CALLS FOR COMMENTS ON MILK MARKETING ORDERS --** Secretary of Agriculture **Edward Madigan** has asked for comments from both the dairy industry and the general public on the future of USDA's milk marketing orders. The comment period will run until March 2. Federal milk marketing orders regulate the minimum prices paid dairy farmers by those who handle Grade "A" milk in specified geographical areas. "Recently, concerns have increased about the cost, efficiency and rationale of milk marketing orders," Madigan said. "Are there more efficient, more competitive ways to give consumers a dependable supply of milk and, at the same time, give dairy farmers a fair return for their product?" **Contact: Roger Runnigen** (202) 720-4623.

**USDA EXTENDS PARTNERSHIP --** Strong partnership efforts between USDA and 17 predominantly black colleges & universities must continue, says associate deputy secretary of agriculture **Charles R. Hilty**. Hilty said USDA needs a strong partnership with the 17 colleges & universities to meet the agricultural challenges & opportunities of the next century, including that of a diverse workforce. **Contact: Diane O'Connor** (202) 720-4026.

**FARM LABOR --** During the week of Oct. 6 - 12, there were 3.29 million people working on the Nation's farms & ranches. Self-employed farm operators accounted for 1.49 million of the total, along with 515 thousand unpaid workers, and 996 workers hired directly by farm operators. Ag service employees working on farms & ranches made up the remaining 287 thousand workers. Farm operators paid their hired workers an average wage of \$5.88 per hour during the survey week. This rate was up 24 cents from a year earlier. **Contact: Tom Kurtz** (202) 690-3228.

**USDA'S AGRICULTURAL OUTLOOK '92 CONFERENCE** is set for Dec. 3 - 5 in Washington, D.C. There is still time to register to attend in person, or you can watch the broadcast on C-band satellite on Tuesday, Dec. 3 & Thursday, Dec. 5. Speakers include Secretary of Agriculture **Edward Madigan** and other top ag officials. NAFB president **Taylor Brown** will moderate a Dec. 4 session. **Contact: Ray Bridge** (720-3050).

**USDA HELPS OAKLAND** -- USDA's Soil Conservation Service is helping the city of Oakland, Calif., protect homes & minimize damage to area watersheds caused by recent fires. To date, \$2 million in Federal Emergency Watershed Protection funds have been released for this work. SCS has already begun revegetation efforts to stabilize & prevent erosion in burned areas. **Contact: Ten Kupelian** (202) 720-5776.

**YOUR CHANCE TO COMMENT** -- Several farm broadcasters attending last week's NAFB Convention in Kansas City suggested some technical changes to USDA Radio's format. So, we'd like you to tell us your choice of what to have before each story. Choices include: 1) vocal count of 3, 2, 1 before the story; 2) tone before the story; 3) 3 second blank (as is currently done). Please call (202) 720-4330 or FAX (202) 690-2165 your comments to **Brenda Curtis**. She doesn't promise any changes, but would like comments.



**USDA AT NAFB'S "TRADE TALK"** -- Assistant Secretary of Agriculture **Bruce Gardner** (left) listens as **Craig Forman**, USDA's Food & Nutrition Service (Denver, Colo.), explains how USDA feeding programs work. Other USDA staffers at the booth included USDA Radio's **Brenda Curtis** and Food & Nutrition Service's **Chris Kirby** (Washington, D.C.), & **Mary Ragland** (Kansas City, Mo.). The USDA booth showcased some of the more than 80 commodities USDA provides to the school lunch program & other feeding programs. (USDA Photo by **Marci Hilt**.)

Editor: **Marci Hilt** Phone: (202) 720-6445  
Fax: (202) 690-2165



## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1798** -- On this edition of **Agriculture USA**, **Maria Bynum** reports on the cattle industry's competitive battle with poultry for the consumer's dollar. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1280** -- More on those new food labels; a lighter holiday meal; home meal delivery; parties without pounds; whitefly impact on fruits & vegetables. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1788** -- USDA News Highlights; Soviet aid package; GATT update; whitefly infestation; export payment changes. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1447** -- Taxol update; yew poaching; mosquito radar; understanding bug behavior; insect Trojan horse. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Mon., Dec. 2, horticultural exports; Tues., Dec. 3, crop/weather update, export outlook, coverage of USDA's Agricultural Outlook '92 Conference through Thurs., Dec. 5; Tues., Dec. 10, crop/weather update. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EST, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES** -- **Pat O'Leary** reports on USDA's Agricultural Outlook '92 Conference (Dec. 3 - 5) & **Lynn Wyvill** reports on using weather data to control peanut leafspot disease.

**ACTUALITIES** -- Secretary of Agriculture **Edward Madigan** on Soviet aid; USDA meteorologist **Norton Strommen** on rain for wheat & the 30- & 90-day weather outlook; USDA economist **Ed Allen** on the condition of Kansas wheat & 1992-93 wheat supplies; USDA economist **LeLand Southard** on holiday ham & turkey supplies & prices & 1992 retail meat prices.

**PSA** -- USDA Assistant Secretary of Marketing & Inspection Services **Jo Ann Smith** on Farm City Week. (Nov. 25 - 28).

**UPCOMING FEATURES** -- **DeBoria Janifer** reports on food labeling proposal; **Pat O'Leary** reports on **U.S. high value farm exports**; **Lynn Wyvill** reports on holiday buffet food safety & **Dave Carter** has a five-part series with a behind-the-scenes look at supermarkets.

*Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8:*

**Thursdays from 7:30 - 7:45 p.m., EST, Saturdays from 10 - 10:45 a.m., EST, and Mondays from 8 - 8:45 a.m., EST.**

## OFFMIKE

**NEW NETWORK**...is now operating in Colorado. **Hugh Robinson** (Colorado Farm/Ranch Radio Network, Brush) says getting the systems to air quality status was a major effort & he appreciated a visit during the installation process by our **Marci Hilt** who was attending the RTNDA conference in nearby Denver. **Jim Yeary**, formerly of KGNC, Amarillo, Texas, has replaced Hugh at KKOW, Pittsburg, Kans.

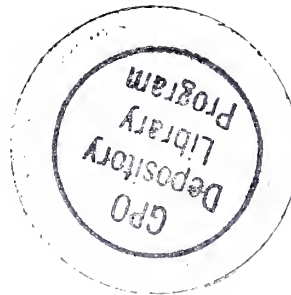
**CONGRATULATIONS**...to **Gene Ragan** (WTVY/Ragan Farm Net, Dothan, Ala.), selected by the Alabama Agricultural Experiment Station to receive their certificate of appreciation. The award cites his effective radio & TV reporting of agricultural research. It was presented to Gene at the Alabama Broadcasters Association meeting at Auburn University. Congratulations, too, to NAFB '92 president **Taylor Brown** (Northern Ag Network, Billings, Mont.) for a successful NAFB convention in Kansas City Nov. 13-17 & **Ken Tanner** (WRAL-TV/Tobacco Radio Net, Raleigh, N.C.) selected NAFB president-elect at the annual conference.

### ***Farm Broadcasters Letter***



Office of Public Affairs  
Radio-TV Division  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

OFFICIAL BUSINESS  
Penalty for Private Use \$300



**BROADCAST STUDIO**...has been added to **Ed Slusarczyk's** (Ag Radio Network, Utica, N.Y.) home. Ed told our **Brenda Curtis**, **Marci Hilt** & **DeBoria Janifer**, who were staffing the USDA exhibit booth at NAFB's "Trade Talk," the room addition also serves as a den his grandson enjoys.

**MANY BROADCASTERS**...stopped by the USDA booth to say "hi" during "Trade Talk." **Bob Ziegler** (WIMA/WIMT, Lima, Ohio) introduced his station's new employee, **Karla Rickett**, a former USDA staff member in Ohio. We appreciated the opportunity to meet our customers, get feedback & have the booth serve as a backdrop for interviews with USDA Asst. Sec. **Bruce Gardner** & **Craig Foreman** (USDA Food & Nutrition Service, Denver, Colo). Craig & **Chris Kirby** (USDA Food & Nutrition Service, Washington, D.C.) filled the booth with an attractive display of commodity foods.

**NEW FARM DIRECTOR**...at WJIL, Jacksonville, Ill., is **Dawn Jackson**. She replaces **Kurt Wiggers** now at KMON, Great Falls, Mont.

*Vic Powell*  
**VIC POWELL**  
Chief, Radio & TV Division